

6 Simple Steps to Right-Size Your Exhibit for Maximum Productivity and Profit

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Introduction

The size of your exhibit determines the number of staffers you can have on duty, and thereby controls the number of attendee interactions your exhibit staff can execute. The exhibit staffing rule of thumb is one staffer per fifty square feet. So, a 10x10 booth should have a maximum of two exhibit staffers on duty. A 20x20 might have up to eight staffers.* Always be sure to consider the total amount of space, less exhibit properties, furnishings and displays.

With this knowledge consider your last trade show was your exhibit under or over staffed? This is the first step to create a right sizing formula.

Step 1. Identify your Ideal Visitor Profile.

Your Ideal Visitor Profile is a clear definition of who, out of all the show attendees, you want to visit your exhibit. It is usually a combination of 1) type of company or organization, 2) job function or title and 3) Geographic region. Additionally, if available from the show organizer, it might also include a pre-stated product interest.

To create your Ideal Visitor Profile, look at your exhibitor prospectus and the show's attendee registration form. This will tell you who is attending and what type of demographic information the show organizer captures from attendees.



Step 2. Analyze the Show Audience.

Analyze show audience to determine the number of attendees matching your Ideal Visitor Profile. Share your Ideal Visitor Profile with your show account executive or exhibit sales person.

Ask them to give you as accurate of a count as possible of the number of attendees matching the profile you shared with them.

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Step 3. Calculate your current Exhibit Interaction Capacity.

Exhibit Interaction Capacity is a formula successful exhibitors use to determine their capacity for face-to-face interaction in their exhibit.

This tells you that if you utilize 100% of your exhibit interaction capacity you can execute 432 face-to-face, one-to-one interactions in your booth.

HERE'S THE FORMULA:

Number of show hours
18 exhibit hours over 3 days
Number of exhibit staff on duty
x 6 staff on duty
Number of interactions/hour/staffer
x 4 interaction per hour per staffer
Exhibit Activity Level capacity
= 432 interactions

HERE'S THE FORMULA:

Number of attendees matching profile:
2,342
Current Exhibit Activity Level capacity:
-432
Number of missed opportunities
= 1,910

Step 4. Contrast your calculated Exhibit Interaction Capacity with the number of attendees matching your Ideal Visitor Profile.

This is the critical step in determining if your exhibit is right sized. Your goal should be to create enough face-to-face interaction capacity to take full advantage of the tradeshow opportunity.

This example tells you that if you utilize 100% of your current Exhibit Interaction Capacity, you can only handle 18% of the attendees matching your Ideal Visitor Profile.

Step 5. Right-size your exhibit to ultimately create interaction capacity for 45% of the attendees matching your Ideal Visitor Profile.

Ultimately, the industry benchmark is to create enough interaction capacity to handle 45% of the attendees who match your profile. Exhibit Surveys Inc. over 30 years has found that the average exhibitor studied attracts 45% of their profile match to their exhibit.*

This example tells you that ideally, you should create enough interaction capacity to handle 1,054 attendees in your exhibit.

HERE'S THE FORMULA:

Number of attendees matching profile:
2,342
Exhibit Attraction Efficiency benchmark:
x .45
Ideal Exhibit Interaction capacity
= 1,054

*Based on statistical data collected from CEIR, Exhibit Survey Inc. or proprietary information by Jefferson Davis.

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So, how do we determine how to right size our exhibit?

HERE'S THE FORMULA:		
	Current	IDEAL
# Show Hours	18	18
# Exhibit Staff on Duty	x 6	x 15
# Interactions/Hour/Staffer	x 4	x 4
Exhibit Activity Level Capacity	432 interactions	1,080 interactions

To be right-sized we need enough space and staff to accommodate 1,080 attendees versus 432. This gives us capacity for 648 additional attendee interactions. To accommodate this, we will need fifteen booth staffers versus six. And three additional 10x10 spaces to accommodate both our additional staff and the additional attendees.



Think what an additional 648 face to face interactions with the right type of attendee would mean to your company. That's an exciting thought!

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Step 6. Trade Show Cost vs. In Person Sales Calls.

Obviously, you are going to need to invest more financial and human resources to right-size your exhibit. And justifying the additional investment is important. So, let's take a quick look at the additional costs, verses reaching these buyer through individual sales calls.

Right-sizing Incremental Cost Estimate

Additional Floor Space	(\$2,500 x 3 spaces)	\$7,500
Additional Staff: Travel/Lodging/Meals	(\$400 day x 3 x 6)	<u>\$7,200</u>
Additional Cost Estimate		\$14,700+/-
Divide by number of additional attendee interactions	432 interactions	648
Cost per additional attendee interaction		\$22.68

Armed with the per interaction cost we can contrast that with the typical in person field sales call cost and arrive at the soft dollars saving without even calculating the value of the sales that the additional customers interactions will inevitably provide.



Soft Dollar Savings on Customer Interactions

Cost of a Field Sales Call	\$596.00*
Cost/Additional Interaction	<u>- \$22.68</u>
Savings/Additional Interaction	\$593.32
Number Additional Interactions	<u>x 648</u>
Soft Dollar Savings	\$371,511
Incremental Investment	\$14,700 +/-
Soft Dollar ROI	25.3%

Wow, an additional investment of only \$14,700 gives us \$371,511 or a 25.3% soft dollar return investment? Now that's what I call leverage!

*Based on statistical data collected from CEIR, Exhibit Survey Inc. or proprietary information by Jefferson Davis.

About the Author



Jefferson Davis, president of Competitive Edge is known as the “Tradeshow Turnaround Artist”.

Since 1991, his consulting and training services have helped clients improve their tradeshow performance and results to the tune of over \$500M. Mr. Davis can be reached at 704-814-7355 or Jefferson@tradeshowturnaround.com



The content of this report was produced by Jefferson Davis for the International Roofing Expo:



About International Roofing Expo

The International Roofing Expo is the must-attend event for commercial and residential roofing professionals to stay abreast of market directions, trends and cutting-edge technology. The official show sponsor is NRCA; the official show publication is Roofing Contractor; and the digital destination and official residential publication is Replacement Contractor. Formerly owned by NRCA, the show was sold to Hanley Wood Exhibitions in May 2004. Hanley Wood Exhibitions was acquired by Informa Exhibitions U.S. in December 2014.

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For information about exhibiting at the upcoming International Roofing Expo, contact your account executive:



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